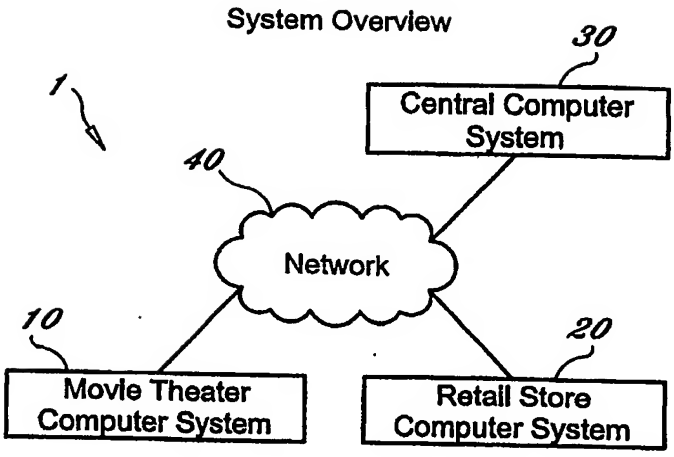
System Overview
30
Central Computer System
1
40
Network
10
20
Movie Theater Computer System
Retail Store Computer System

FIG. 1

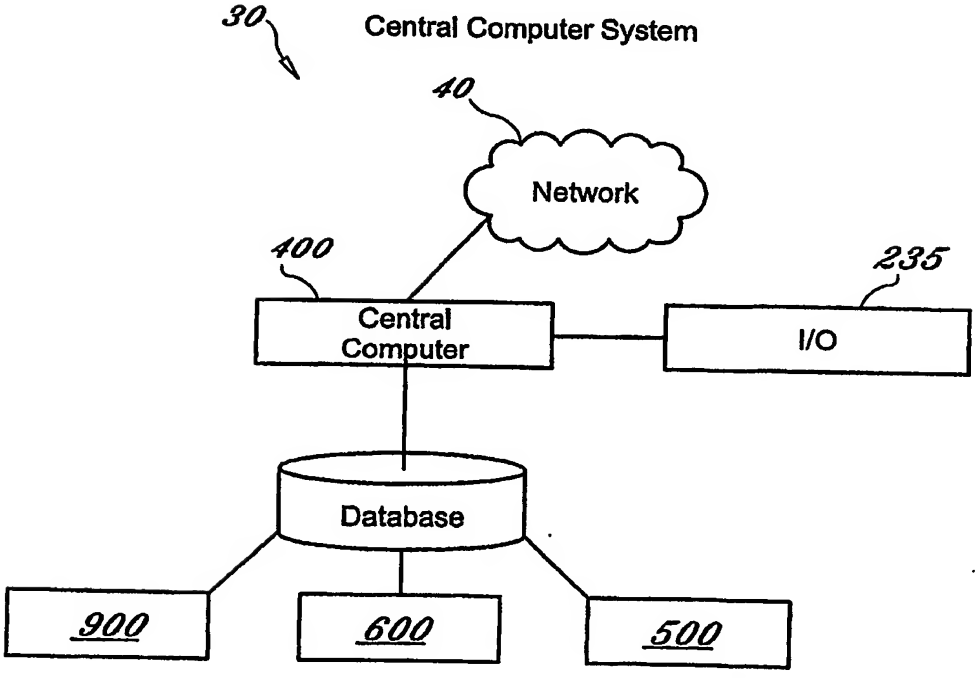
30
Central Computer System
40
Network
400
235
Central Computer
I/O
Database
900
600
500

FIG. 4

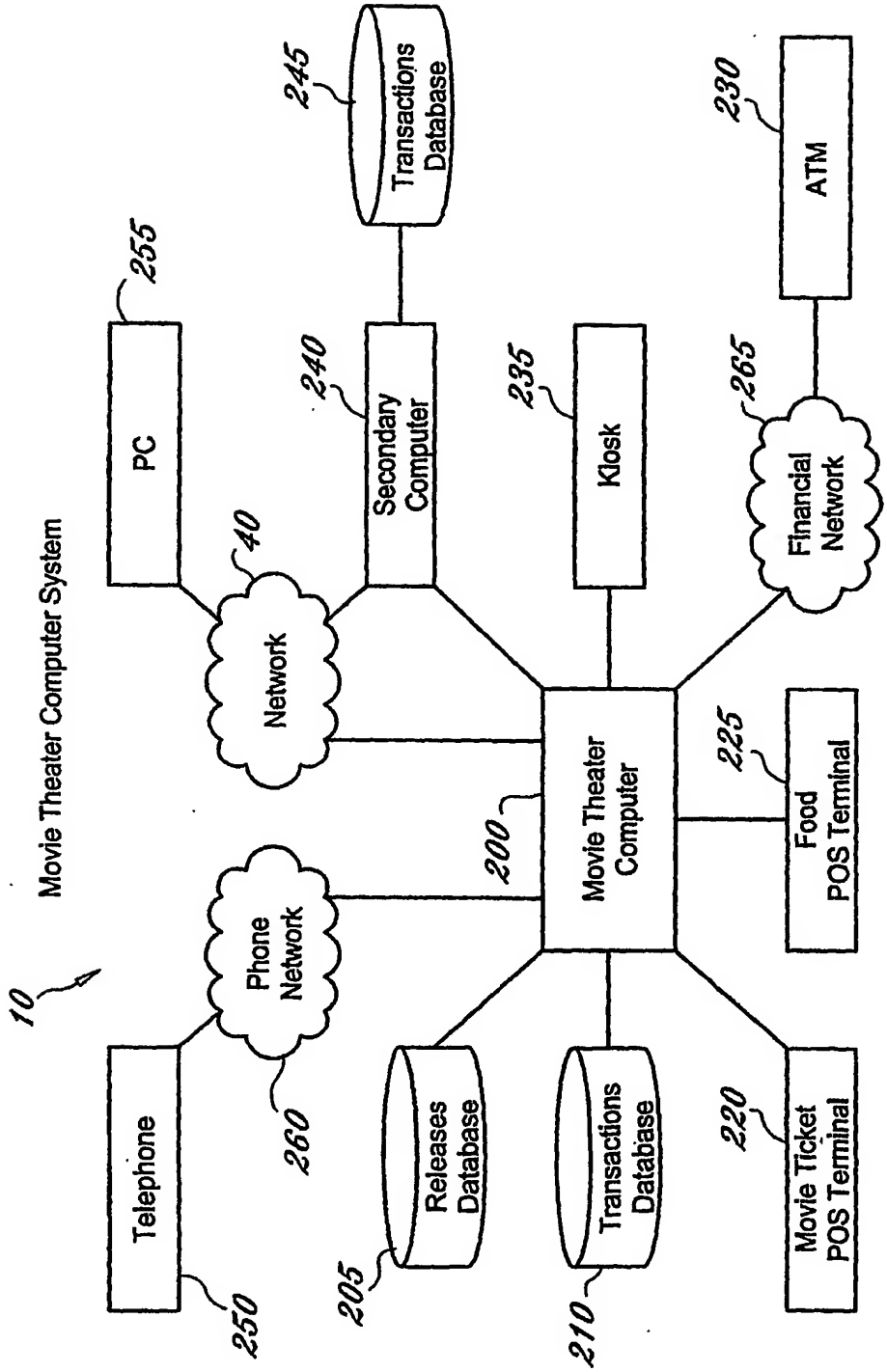
Movie Theater Computer System
10
Movie Theater Computer
200
Network
40
Phone Network
260
PC
255
Secondary Computer
240
Transactions Database
245
Kiosk
235
Financial Network
265
ATM
230
Food POS Terminal
225
Movie Ticket POS Terminal
220
Telephone
250
Releases Database
205
Transactions Database
210

FIG. 2

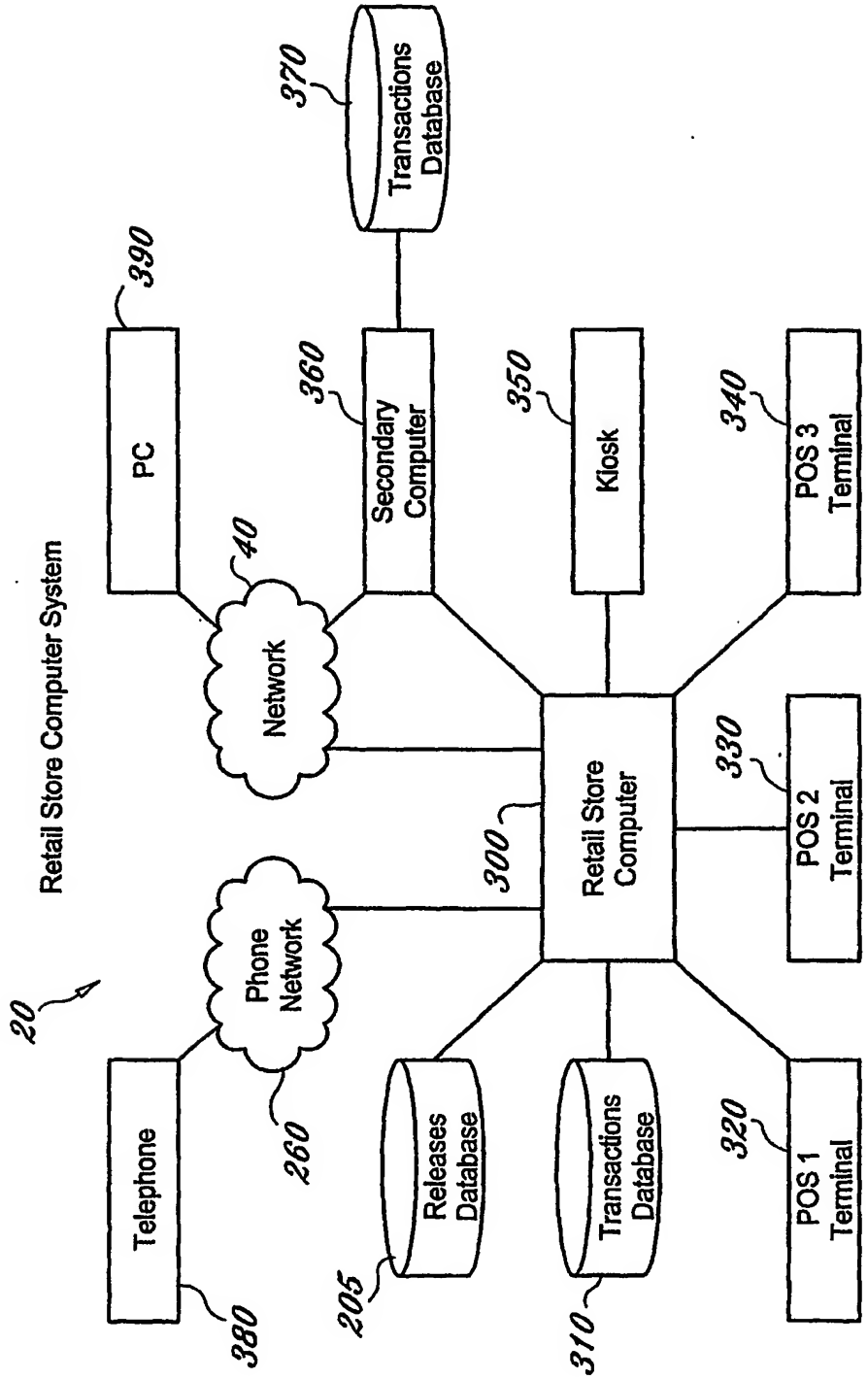
Retail Store Computer System
20
Telephone
380
Phone Network
260
PC
390
Network
40
Transactions Database
370
Secondary Computer
360
Kiosk
350
POS 3 Terminal
340
POS 2 Terminal
330
POS 1 Terminal
320
Retail Store Computer
300
Releases Database
205
Transactions Database
310

FIG. 3

500

Transaction Table 500 of
Central Computer System 30's Database 410

501		502	
503	Consumer Name	text	504
505	Consumer Address	text	506
507	Telephone Number	Integer	508
509	Email Address	text	510
511	CID Code	Integer	512
513	UPCs of Items Purchased	Integer	514
515	Date of Transaction	date	516
517	Price of Items Purchased	Integer	518
519	Credit Card Type	text	520
521	Credit Card Number	Integer	522
523	Credit Card Exp. Date	date	524
525	Fax Number	Integer	526
527	Frequent Shopper ID1 (FSID1)	text	528
529	Frequent Shopper ID2 (FSID2)	text	530
	⋮		532
531	Frequent Shopper IDx (FSIDx)	text	
533	Movie ID1 (MID1)	text	534
535	Movie ID2 (MID2)	text	536
	⋮		538
537	Movie IDn (MIDn)	text	
539	Store ID	text	540

FIG. 5

600

Location of Stores Table 600 of
Central Computer System 30's Database 410

601		602	
603	Store ID	text	604
605	Store Location	text	606
607	Store IP Address	Integer	608
609	Store URL	text	610
611	Store Type	text	612

FIG. 6

700

Transactions Table 700 of
Retail Store Computer System 20's Database 310

701	702	
Consumer Name	text	703 / 704
Consumer Address	text	705 / 706
Telephone Number	integer	707 / 708
Email Address	text	709 / 710
UPCs and Price/Quantity of Items Purchased	text	711 / 712
Date of Transaction	date	713 / 714
Credit Card Type	text	715 / 716
Credit Card Number	integer	717 / 718
Credit Card Exp. Date	date	719 / 720
Fax Number	integer	721 / 722
Frequent Shopper ID1 (FSID1)	text	723 / 724
Frequent Shopper ID2 (FSID2)	text	725 / 726
⋮		
Frequent Shopper IDx (FSIDx)	text	727 / 728

FIG. 7

800

Movie Releases Table 800 of
Movie Theater Computer System 10's Database 205

801	802	
Title	text	803 / 804
Release Date	date	805 / 806
Schedule of Viewing Dates	text	807 / 808
Movie Classification 1	text	809 / 810
Movie Classification 2	text	811 / 812
Movie Rating	text	813 / 814
Movie Length	integer	815 / 816
Popularity Index	text	817 / 818
Movie Theater Store ID	text	819 / 820
Store Location	text	821 / 822
Store ID	text	823 / 824

FIG. 8

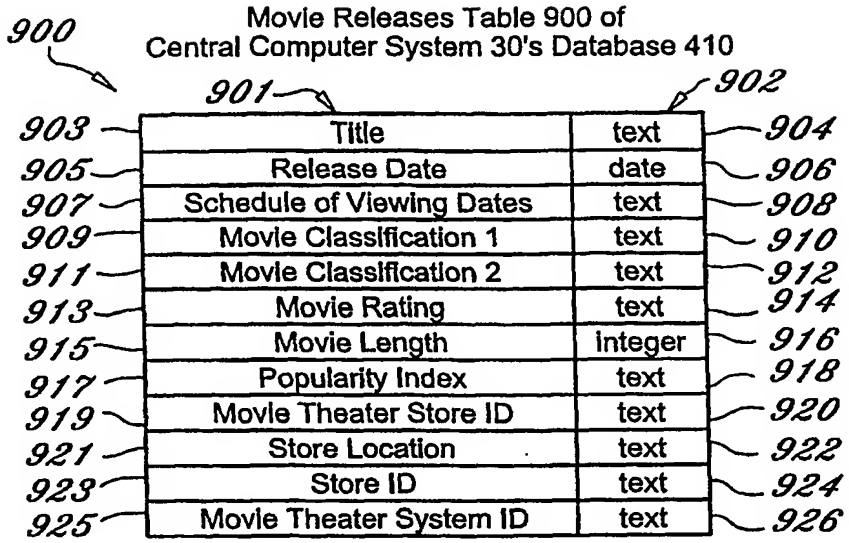

FIG. 9

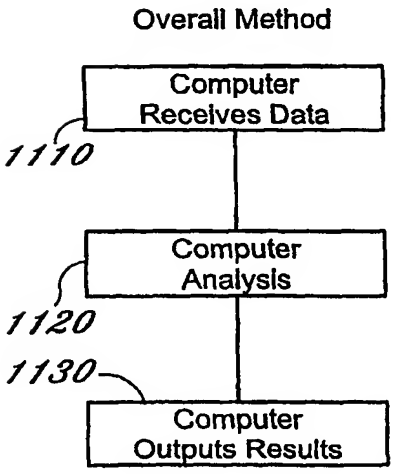

FIG. 11

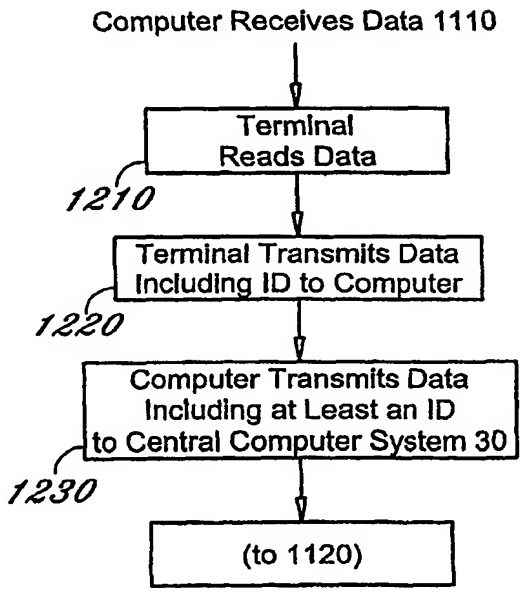

FIG. 12

1000 Transactions Table 1000 of Movie Theater Computer System 10's Transactions Database 210

1001	1002
1003 Consumer Name	text 1004
1005 Consumer Address	text 1006
1007 Telephone Number	integer 1008
1009 Email Address	text 1010
1011 Price of Ticket	integer 1012
1013 Ticket Transation Data	text 1014
1015 Date of Transaction	date 1016
1017 Time of Transaction	integer 1018
1019 Day of Transaction	text 1020
1021 Food Transaction Data	text 1022
1023 Credit Card Type	text 1024
1025 Credit Card Number	integer 1026
1027 Credit Card Exp. Date	date 1028
1029 Fax Number	integer 1030
1031 Movie ID1 (MID1)	text 1032
1033 Movie ID2 (MID2)	text 1034
⋮	
1035 Movie IDn (MIDn)	text 1036

FIG. 10

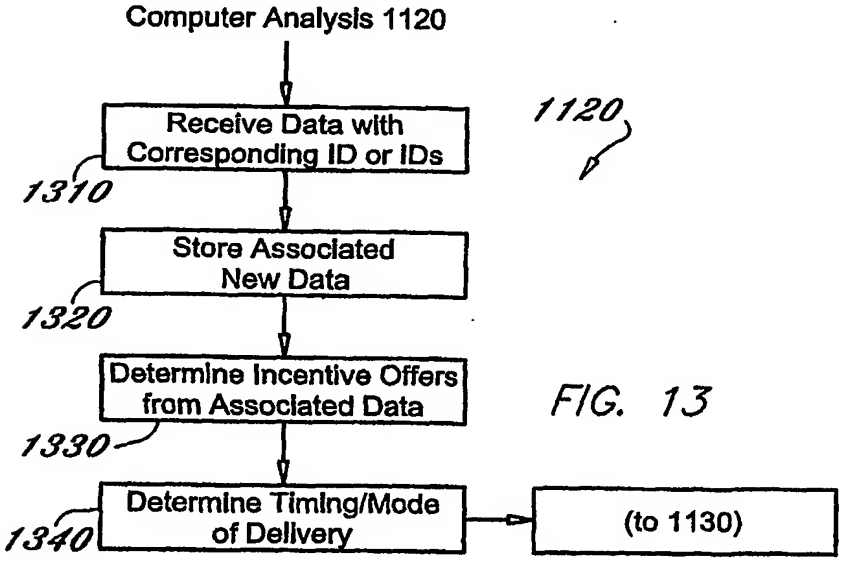

FIG. 13

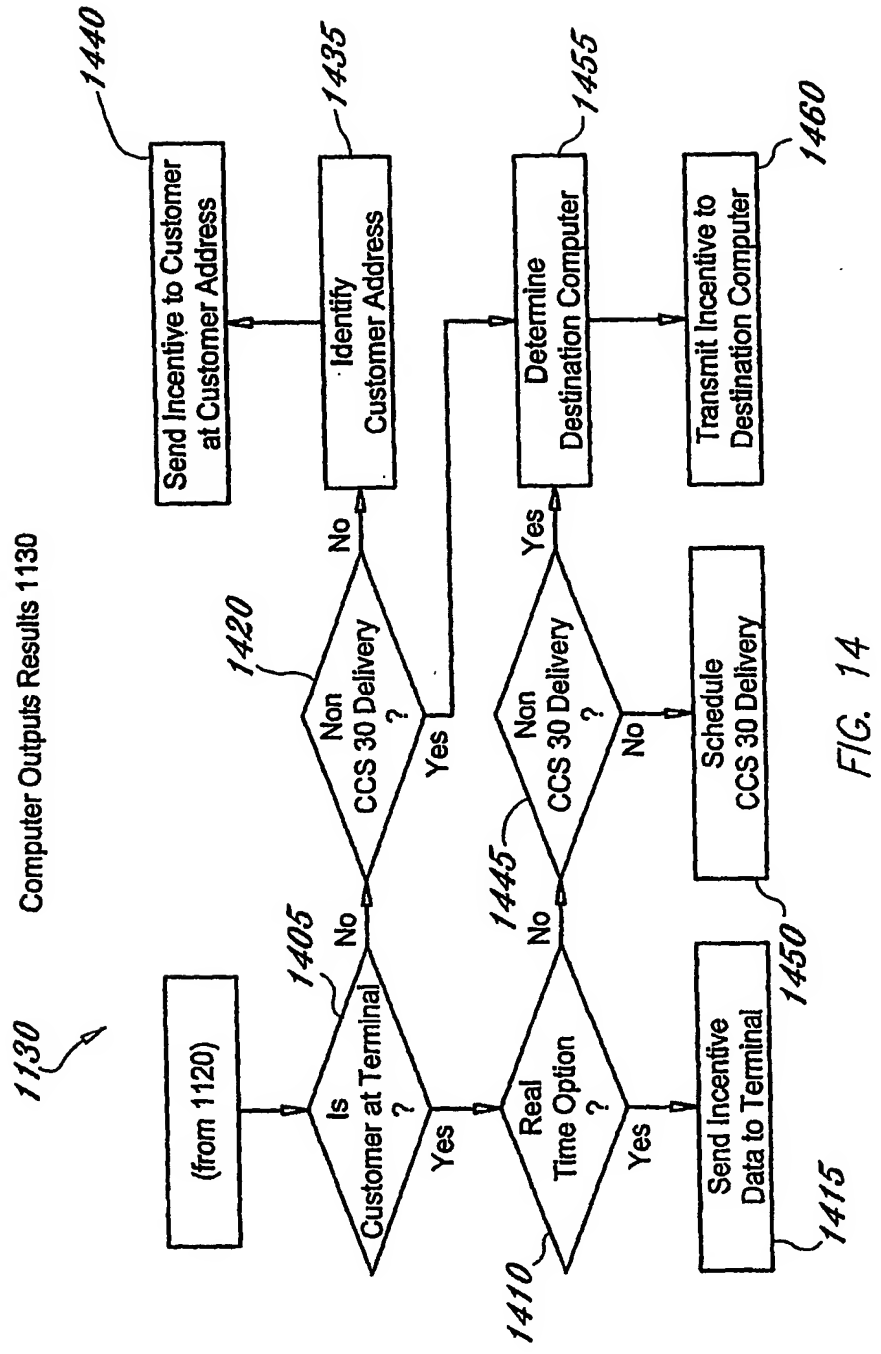
1130
Computer Outputs Results 1130
(from 1120)
1405
Is Customer at Terminal ?
No
Yes
1410
Real Time Option ?
No
Yes
1415
Send Incentive Data to Terminal
1420
Non CCS 30 Delivery ?
No
Yes
1435
Identify Customer Address
1440
Send Incentive to Customer at Customer Address
1445
Non CCS 30 Delivery ?
Yes
No
1450
Schedule CCS 30 Delivery
1455
Determine Destination Computer
1460
Transmit Incentive to Destination Computer

FIG. 14